

## Sample Press Release - General

*This template is meant to serve as a guide for a California Arts Day-related press announcement. Arts organizations using the text should insure that all appropriate language has been changed before release*

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# News Release

[www.ABCarts.org](http://www.ABCarts.org)

**FOR IMMEDIATE RELEASE**

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## **ABC Arts Presents *Fantastic New Production* on California Arts Day 2008—Friday, October 3**

*Discounted tickets promote the Arts Day theme of "California Imagination"*

CALIFORNIA CITY -- "California Imagination" is the theme of the eighth annual California Arts Day on Friday, October 3, and to celebrate ABC Arts will sell discounted tickets on October 3-5 for *Fantastic New Production*. New viewers are encouraged to bring along family members and friends, and participate in California arts by seeing *Fantastic New Production*.

"California is rich in the arts and culture, and California Arts Day is the time to recognize the importance of creativity and imagination to the Golden State," said Juan Wei Oranother, Director of ABC Arts. "ABC Arts is proud to participate in California Arts Day 2008 and this year's theme of California Imagination through discounted tickets on October 3-5 for *Fantastic New Production*."

The California Arts Council, a state agency, is the main proponent of California Arts Day and the "California Imagination" theme, based on the *California Imagination* project, an assemblage installation by Los Angeles artist Jillian Kogan resembling the California Bear Flag and illustrating the vast creativity in California through the arts. Hundreds of artists, educators, performers, organizations, creative professionals and ordinary Californians who value the arts

and creativity in the state sent the California Arts Council over 300 items or images for the stop-motion video public-service announcement and related materials.

“California Imagination represents the vastness, diversity and creativity of California,” said Muriel Johnson, Director of the California Arts Council. “It’s the perfect theme for the eighth annual California Arts Day.”

There are almost 99,000 arts-related businesses in California that employ over half a million people as of January 2008, according to Dun & Bradstreet data compiled by American for the Arts. National studies like “Tough Choices or Tough Times: Report from the New Commission on the Skills of the American Workforce” indicate that creativity, imagination and innovation are essential qualities of the workforce of tomorrow. And the arts are an essential quality-of-life element in healthy communities.

“California Arts Day — and the days following — are great times for arts lovers to find special programs for their families, and for parents who don't normally take their children to arts events and venues to take a first step toward making the arts part of their lives,” said Muriel Johnson, Director of the California Arts Council. The annual California Arts Day is always on the first Friday of October (October 3 in 2008) to recognize the role that arts, such as music, theater, visual art, poetry, dance, etc., play in the state. For more information about California Arts Day this year and in past years, go to [www.cac.ca.gov](http://www.cac.ca.gov) or contact the California Arts Council at 916-322-6555.

Written by John Doe and starring Annie Buddy, *Fantastic New Production* is the sweet story of government officials getting along. “The finale when the senators dance the tango through the halls of the capitol is incredibly moving,” says Wei Oranother. For more information or tickets to *Fantastic New Production*, call XYZ Arts at 916-555-5000.